

RJ REYNOLDS

TOBACCO COMPANY

March 20, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

S. R. MacLEOD
Region Operations Mgr

180 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear «GREETING»:

SALEM .30¢ Tear Tape product has been ordered, as well as «SKUS» SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

51861 0840

APRIL DELIVERY
SALEM TEAR TAPE
«ACCOUNT»

«PO»

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	
12300-24195	Full Flavor 100	
12300-24196	Light	
12300-24197	Light 100	

Product / Premium Arrival: **April «SHIPDATE», 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$«EFT»**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY

51861 0841